

ORDER

KSNV

Orders

Order / Rev: 107428
 Alt Order #: 06860894
 Product Desc: issue
 Estimate: 1970
 Flight Dates: 10/04/12 - 10/08/12
 Original Date / Rev: 10/03/12 / 10/15/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: Great American Media
 Buying Contact: _____
 Billing Contact: _____
1010 Wisconsin Ave. NW
Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Democratic Senatorial Campaign Con *Revised*
 Demographic: A35+
 Product Codes: PLI2,PLI1
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru: _____
 Order Separation: 00:05:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	40	\$59,375.00	\$50,468.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	40	\$59,375.00	\$50,468.75	0.00
Totals	40	\$59,375.00	\$50,468.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	24%	\$59,375.00
Market	100%	\$247,395.83

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$61,848.96
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	24%	\$59,375.00
KTUD	1%	\$2,473.96
KVVU	20%	\$49,479.17
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	6%	\$14,843.75

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/02/12	10/08/12	M-F 5-6a WakeUp w/Wa@M	5-6a		MTWTF--	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	2		\$600.00		0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/02/12	10/08/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$600.00		0.00			
E 2	KSNV	10/02/12	10/08/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$1,000.00		0.00			
E 3	KSNV	10/02/12	10/08/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	1	\$1,900.00	1	0.00	NM	1	\$1,900.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					1	\$1,900.00		0.00			
E 4	KSNV	10/07/12	10/07/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$750.00		0.00			
E 5	KSNV	10/07/12	10/07/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
NEWS 3 TODAY/WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$750.00		0.00			
E 6	KSNV	10/02/12	10/08/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	M-----					2	\$1,000.00		0.00			
E 7	KSNV	10/02/12	10/08/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	M-----					2	\$600.00		0.00			
E 8	KSNV	10/02/12	10/08/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$500.00		0.00			
E 9	KSNV	10/02/12	10/08/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$500.00		0.00			
E 10	KSNV	10/02/12	10/08/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MTWTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$425.00		0.00			
E 11	KSNV	10/02/12	10/08/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$325.00		0.00			
E 12	KSNV	10/02/12	10/08/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$600.00		0.00			
E 13	KSNV	10/02/12	10/08/12		CM	5-630p	MTWTF--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00

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M-F Early News															
M-F Early News															
EARLY NEWS no 6PM NWS on 10/3, 10/11,50/16,10/22															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/02/12		10/02/12	10/08/12	MTWTF--					1	\$1,800.00		0.00			
E 14	KSNV	10/02/12	10/08/12	M-F Jeop/Wheel	CM	630-730pm	MTWTF--	:30	1	\$1,700.00	1	0.00	NM	1	\$1,700.00
M-F Jeopardy/Wheel of Fortune															
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/02/12		10/02/12	10/08/12	MTWTF--					1	\$1,700.00		0.00			
E 15	KSNV	10/02/12	10/08/12	FacetoFace/Ralston Rep	CM	730-758pm	MTWTF--	:30	1	\$900.00	1	0.00	NM	1	\$900.00
FacetoFace/Ralston Report															
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/02/12		10/02/12	10/08/12	MTWTF--					1	\$900.00		0.00			
E 16	KSNV	10/08/12	10/08/12	Mon PR 8-10p	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
Monday Prime 8-10pm															
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	M-----					1	\$4,000.00		0.00			
E 17	KSNV	10/08/12	10/08/12	Mon PR 10-11p	CM	10-11pm	M-----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
Monday Prime 10-11pm															
Revolution															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	M-----					1	\$3,200.00		0.00			
E 18	KSNV	10/04/12	10/04/12	Thurs PR 9-10p	CM	9-10pm	---T---	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
Thursday Prime 9-10pm															
Office/ Parks & Recreation															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	---T---					1	\$3,200.00		0.00			
E 19	KSNV	10/05/12	10/05/12	Fri PR 8-9p	CM	8-9pm	----F--	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
Friday Prime 8-9pm															
Whitney/ Community															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	----F--					1	\$2,000.00		0.00			
E 20	KSNV	10/05/12	10/05/12	Fri PR 9-10p	CM	9-10pm	----F--	:30	1	\$2,600.00	1	0.00	NM	1	\$2,600.00
Friday Prime 9-10pm															
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	----F--					1	\$2,600.00		0.00			
E 21	KSNV	10/05/12	10/05/12	Fri 10-11p	CM	10-11pm	----F--	:30	1	\$3,200.00	1	0.00	NM	0	\$0.00
Friday Prime 10-11pm															
DATELINE NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	----F--					1	\$3,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/01/12-10/07/12		Fri 10-11p		10-11pm	----F--	:30		(\$3,200.00)		0.00	NM		
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 22	KSNV	10/06/12	10/06/12	Sat PR 10-11p	CM	10-11pm	-----S-	:30	1	\$675.00	4	0.00	NM	1	\$675.00
Saturday Prime 10-11pm															
NBC Prime Encores															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-----S-					1	\$675.00		0.00			
E 23	KSNV	10/07/12	10/07/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$14,000.00	1	0.00	NM	1	\$14,000.00
NFL Football															
SUN NT FB															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-----S					1	\$14,000.00		0.00			
E 24	KSNV	10/02/12	10/08/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
M-F News 3 at Eleven															

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NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$1,400.00		0.00			
E 25	KSNV	10/07/12	10/07/12	Sa-Su News 3 at ElevenCM Sa-Su News 3 at Eleven		11pm-1135pm	-----S	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$1,400.00		0.00			
E 26	KSNV	10/02/12	10/08/12	The Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	2	\$750.00	1	0.00	NM	2	\$1,500.00
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$750.00		0.00			
E 27	KSNV	10/02/12	10/08/12	Late Night w/Fallon Late Night w/Fallon	CM	1237a-136am	MTWTF--	:30	2	\$350.00	1	0.00	NM	2	\$700.00
LATE NIGHT W/JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$350.00		0.00			
E 28	KSNV	10/06/12	10/06/12	Saturday Night Live Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$2,000.00		0.00			
E 29	KSNV	10/07/12	10/07/12	NFL Pre-Game / FNA NFL Pre-Game	CM	1p-530pm	-----S	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
FTBL in America															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$2,400.00		0.00			
													Totals	40	\$59,375.00